

CLAIMS

What is claimed is:

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1. A method of communicating agricultural product information to the user, the method comprising:
- receiving at a management information system a request for agricultural product information, the request including an agricultural product identifier;
- accessing an agricultural product record, identified using the agricultural product identifier, at the management information system, the agricultural product record including agricultural product data collected along a chain of custody of the agricultural product; and
- communicating the agricultural product data responsive to the request.
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2. The method of claim 1 wherein the request includes a location identifier for a unit of production of the agricultural product.

1 3. The method of claim 1 wherein the request is received at the
2 management information system as a communication over a
3 communications network.

1 4. The method of claim 3 wherein the communications network
2 comprises the Internet, a Wide Area Network (WAN), a Local Area Network
3 (LAN), a wireless network, and a cellular telephone network.

1 5. The method of claim 1 wherein the agricultural product data
2 includes any one of a group of information types including pre-production,
3 production, environmental, processing, distribution, packaging, transport,
4 product characteristic, social and economic information.

1 6. The method of claim 1 wherein the agricultural product data
2 includes certification data certifying compliance with a certification
3 standard.

1 7. The method of claim 1 wherein the agricultural product data
2 includes compliance data recording compliance with a regulatory standard.

1 8. The method of claim 1 wherein the agricultural product data
2 includes accreditation data recording compliance with an accreditation
3 standard.

1 9. The method of claim 1 wherein the communicating comprises
2 generating a markup language document including the agricultural product
3 data and communicating the markup language document over a
4 communications network.

1 10. The method of claim 1 including inputting the agricultural
2 product identifier into a communications device for communication via the
3 communications network to the management information system.

1 11. The method of claim 10 wherein the communications device
2 includes any one of a group of devices including a personal computer, a
3 Personal Digital Assistant, a telephonic device, a hand-held computer, a
4 pager and a radio device.

1 12. The method of claim 10 wherein the inputting of the product
2 identifier into the communications device includes inputting the product
3 identifier utilizing any one of electromagnetic and sound input mechanisms.

1 13. The method of claim 12 wherein the electromagnetic input
2 mechanism comprises a bar code reader, the agricultural product identifier
3 comprises product code, and the inputting comprises reading the product
4 code from a label affixed to the agricultural product.

1 14. The method of claim 13 wherein the product code comprises
2 any one of a group including a Universal Product Code and a lot number.

1 15. The method of claim 13 wherein the product code is
2 represented as a bar code.

1 16. A system to communicate agricultural product information to
2 the user, the system comprising:

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4 a report tool to receive a request for agricultural product
5 information, the request including an agricultural product
6 identifier and to access an agricultural product record,
7 identified using the agricultural product identifier, at the
8 management information system, the agricultural product
9 record including agricultural product data collected along a
10 chain of custody of the agricultural product; and

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12 a report generator to output the agricultural product data
13 responsive to the request.

1 17. The system of claim 16 wherein the request includes a location
2 identifier for a unit of production of the agricultural product.

1 18. The system of claim 16 wherein the request includes a location
2 identifier for a biologically meaningful unit in which an agricultural product
3 is produced.

1 19. The system of claim 18 wherein the biologically meaningful
2 unit includes any one of a group of units including an ecosystem, watershed,
3 biological community, habitat, and species population range.

1 20. The system of claim 16 wherein the request includes a location
2 identifier for a politically meaningful unit in which an agricultural product
3 is produced.

1 21. The method of claim 20 wherein the politically meaningful unit
2 includes any one of a group of units including a country, state, region,
3 county, city, town, and village.

1 22. The system of claim 16 wherein the request is received at the
2 system as a communication over a communications network.

1 23. The system of claim 22 wherein the communications network
2 comprises the Internet, a Wide Area Network (WAN), a Local Area Network
3 (LAN), a wireless network, and a cellular telephone network.

1 24. The system of claim 16 wherein the agricultural product data
2 includes any one of a group of information types including pre-production,
3 production, environmental, processing, distribution, packaging, transport,
4 product characteristic, social and economic information.

1 25. The system of claim 16 wherein the agricultural product data
2 includes certification data certifying compliance with a certification
3 standard.

1 26. The system of claim 16 wherein the agricultural product data
2 includes compliance data recording compliance with a regulatory standard.

1 27. The system of claim 16 wherein the agricultural product data
2 includes accreditation data recording compliance with an accreditation
3 standard.

1 28. The system of claim 16 wherein the report generator is to
2 generate a markup language document including the agricultural product
3 data and communicating the markup language document over a
4 communications network.

1 29. The system of claim 16 including a communications device to
2 receive the agricultural product identifier for communication via a
3 communications network to the report tool.

1 30. The system of claim 29 wherein the communications device
2 includes any one of a group of devices including a personal computer, a
3 Personal Digital Assistant, a telephonic device, a hand-held computer, a
4 pager and a radio device.

1 31. The system of claim 29 wherein the communications device
2 includes any one of electromagnetic and sound input mechanisms to receive
3 the agricultural product identifier.

1 32. The system of claim 31 wherein the electromagnetic input
2 mechanism comprises a bar code reader, the agricultural product identifier
3 comprises product code, and the inputting comprises reading the product
4 code from a label affixed to the agricultural product.

1 33. The system of claim 32 wherein the product code comprises
2 any one of a group including a Universal Product Code and a lot number.

1 34. The system of claim 32 wherein the product code is
2 represented as a bar code.

1 35. A machine-readable medium storing a sequence of instructions
2 that, when executed by a machine, cause the machine to:

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4 receive a request for agricultural product information, the
5 request including an agricultural product identifier;
6 access an agricultural product record, identified using the
7 agricultural product identifier, the agricultural product record
8 including agricultural product data collected along a chain of
9 custody of the agricultural product; and

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11 communicate the agricultural product data responsive to the
12 request.

1 36. A system to communicate agricultural product information to the
2 user, the system comprising:

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4 first means for receiving a request for agricultural product
5 information, the request including an agricultural product
6 identifier and for accessing an agricultural product record,
7 identified using the agricultural product identifier, at the
8 management information system, the agricultural product
9 record including agricultural product data collected along a
10 chain of custody of the agricultural product; and



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second means for outputting the agricultural product data
responsive to the request.

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